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Denys V. Neus*, Dmytro S. Shalamov

Specialised Olympic Reserve Children's and Youth Sports School named after Litvak Borys Davydovych
65012, 49 Pushkinska Str., Odesa, Ukraine

Theoretical Aspects of the Correlation of Education and Professional Sports in the Development of Information Technology

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Abstract. The rapid development of modern science and technology has had an unprecedented impact on professional sports, resulting in the need to update the methodology of teaching physical education. The purpose of the study is to analyse the correlations between education and professional sports in the context of the active introduction of information technology. The methodology of theoretical research was used in conducting study. It is determined that the new mode of education does not depend entirely on the advantages of media education, but on the reform of physical education regime. It was discovered that the use of media education technology created conditions for the reform of teaching physical education and sports and led to its recessive function due to the new teaching regime. The necessity of comprehensive analysis in evaluating the model of sports education is substantiated. The study established that the informatisation of sports in educational institutions plays an important role in promoting physical education among students. The semantic importance of school sports modernisation is considered, which includes revising views and ideas on physical education, improving the content and methods of teaching, changing the team composition and management of school sports, and updating school sports and sports evaluation system. The study includes statistical data on the student's attitude to physical activity and their participation in the physical education. The features of the use of media technologies for the purpose of introducing sports among young people have been established, which consist in positive and negative effects on the personality. The practical value of the study lies in the theoretical substantiation of the correlation features of the educational process and professional sports for their further application in practice

Keywords: education system, education modernisation, physical education, physical activity, media technologies, Olympic sports

*Corresponding author

INTRODUCTION

The modern level of education requires qualitative improvement that involves the latest educational equipment, as a result of which the use of media technologies to optimise the educational process becomes one of the most important conditions for the long-term functioning of educational methods. Promotion and implementation of network and computer education contribute to the creation of a diverse interactive learning mode and provide a new space for the development of innovative forms and methods [1]. Since conventional teaching methods are influenced by many factors, effectively addressing their impact within actual learning is essential for physical education reform. For example, a sports teacher can reproduce the details and method

of performing a physical element using a movie, video, television, computer demonstration, etc., which will help to deepen students' understanding of the action and master the acceleration action. As a modern means of obtaining education, multimedia learning is a vivid and visualised learning, the advantages of which are much greater than the role of visual aids. Due to the high material level, modern teaching methods have become simple and easy.

Physical education is a set of various components that includes objects and subjects of the learning process. To teach people physical education, it is necessary to ensure interaction between all components [2]. As an advanced learning tool, multimedia technologies can contribute to

the development of physical education in higher education if they are applied to all aspects of physical education. At present, as the analysis of modern research has shown, interactive education technologies in junior, middle, high schools, as well as in higher educational institutions are mainly focused not on teaching sports theory, but on studying the technologies of physical education, management in sports activities, coaching, obtaining media education, which is versatile and superficial [3]. The positive development and application of media technologies in education play an important role in promoting the reform of PE in higher education.

With the education development, school sports have gradually become a crucial component and method of teaching that develops students' physical and mental health. The rich and advanced culture and conventional cultural development of school sports have become an important way to foster the humanistic spirit of students, which gives an increasingly visible and important status to education. Moreover, school physical education is also an impactful link for students to learn in accordance with the requirements of the modern lifestyle, which unites students and nature, school, and society. School physical education is an important link in the development of international cooperation and exchange. The development of the world community forces sports and sports education to carry out constant modernisation, and modernisation in sports and education, for their part, require changes in school physical education and physical activity [4].

To create appropriate areas for the development of physical education, it is necessary to apply methods, techniques, and means of media education to manage the curriculum, academic disciplines, and their teaching [5]. The use of media technologies can improve the efficiency of sports, improve the teaching and research levels in higher education sports, improve the quality of administration. After the 1990s, the quality and advancement of computer technology, multimedia technology, and network communication technology led to an unprecedented development of education. Foreign researchers are certain that the popularisation of modern educational technologies in physical education is an inevitable result of the rapid development of modern science, technology, and education [6]. The use of modern educational technologies plays an integral role in improving the quality of physical education and the level of training. Physical education teachers are required to use modern educational technologies. The physical education training department should gradually improve the hardware and software environment of modern educational technologies, use multimedia and network technologies to create a high-quality learning environment for students, and help improve students' ability to understand and analyse issues. Multimedia and network technologies are strong assistants in the development of modern sports education.

The purpose of the study is an analysis of the correlation between education and professional sports in the context of active introduction of information technologies.

MATERIALS AND METHODS

In the course of the study, the methodology of theoretical research was used. A theoretical basis is a structure that can contain or support a research theory. In the case of research, the theoretical basis introduces and describes PE in the educational aspect, as well as covers the issues of informatisation of the educational space on sports issues. The theoretical basis of the article consists of the introduction of information technologies in physical education, definitions of media technologies in professional sports, and references to the scientific literature on the correlations between education and professional sports in modern conditions. The theoretical basis of the research provides related theories and concepts in the context of physical education that are relevant to the studied subject, and involve broader areas of knowledge, in particular psychology and pedagogy. For a qualitative description of the research problem area, the foreign studies on the given issue were reviewed in an interdisciplinary context. The choice of theory depended on its relevance, ease of application, and explanatory ability. The theoretical basis of the study was strengthened as follows:

- 1) a comprehensive presentation of theoretical assumptions was compiled in the context of pedagogy, psychology, physiology, and sociology;
- 2) the theoretical basis is related to the modern available research over the past 3-5 years on the chosen issue, based on which a hypothesis was proposed, and a free choice of methods was used, including analysis, synthesis, and comparison;
- 3) The theoretical prerequisites for the study are focused on the questions "why?" and "how?". This made it possible to shift from a simple description of physical education consistently and logically, which has become the subject of study, to generalising its various aspects in the educational space in the context of informatisation;
- 4) the existence of a theory has become an auxiliary factor in determining the boundaries of these generalisations. The theoretical framework helped to identify which key variables influence the ideas about sports among students, and to emphasise the need to study how these key variables can differ in higher education settings, if media technologies are used or not used.

The qualitative theoretical basis of the research is applicative. The value of such a feature lies in the fact that it allows achieving the main purpose of the study – to explain the meaning, essence, and issues of correlation between education and professional sports in the context of IT development. This is necessary so that the knowledge obtained in the research can be used for further conscious and effective practice. An increasingly important trend in the social and behavioural sciences is reasoning and attempting to understand research issues from an interdisciplinary perspective. One of the most effective ways to do this qualitatively is not to rely solely on theories developed within a particular discipline, but to think about justifying questions using theories developed in other areas.

RESULTS AND DISCUSSION

Pedagogical and psychological components of physical education training

Experimental data suggest that regular participation in physical activity provides all people, regardless of their abilities, with a wide range of physical, social, and mental health benefits. Such participation can prevent or limit the effects of numerous non-communicable diseases. Holding sports events and inviting sports favourites to them provide considerable opportunities for the development of society oriented at observing the standards of a healthy lifestyle, physical activity, physical education in families and educational institutions [7]. Sports affect the life and development of young children. Physical activity is essential for the holistic development of youth, as it contributes to their physical, social, and emotional health. The benefits of sports are not limited by their impact on physical well-being. The value of sports also lies in its notable educational benefits. Sports affect the establishment and development of children and young people. Physical activities and sports have educational importance. Changes can be observed in the development of motor skills, productivity, and educational potential. This proves a positive relationship between physical activity and psychosocial development.

Sports and physical education are of great importance for children and young people, as the skills acquired during games, physical education, and sports contribute to holistic personal development. Through sports and physical education, people learn the value of such key characteristics as honesty, teamwork, respect for themselves and others, compliance with the rules, and so on. Physical education and sports continue physical activity. Studies that standardised life expectancy estimates for mixed factors calculated the gain in life expectancy due to physical activity. However, the actual increase in life expectancy should be much higher due to the beneficial effects of physical activity on other risk factors, such as hypertension, glucose and lipid metabolism, coronary heart disease, stroke, or malignancies [5]. Physically healthy non-smokers live an average of 12 years (95% confidence interval, 8.6 to 14.6 years) longer than overweight smokers. Subjects who have never smoked, follow a healthy diet, are physically active enough, and consume only moderate amounts of alcohol have an average life expectancy of 11.1 years longer than those who do not follow any of these types of healthy lifestyles [5].

The few available data on the life expectancy of athletes who were physically more active than the average person is inconclusive. All studies have shown an increase in life expectancy in athletes in the range from 2.8 to 8.0 additional years [8]. This advantage is probably greater than that of people performing high physical activity in cohort studies. In team sports and other sports disciplines, life expectancy may be lower or higher than in the control groups. However, data on these athletes' health behaviours other than their physical activity during their athletic careers, such as smoking, eating, and drinking alcohol, are not available.

Thus, the impact of sports on life expectancy requires further study. Therewith, it is advisable to pay attention to the impact of sports on the development of self-discipline, motivation, and leadership qualities necessary for students to build a purposeful life. Skipping a practical lesson at school or being late for it leads to severe consequences which negatively affect the sense of responsibility in the student [8]. Daily theoretical classes can get boring, and children can lose concentration, especially after two consecutive classroom lessons. Thus, outdoor games can prevent boredom and refresh students' minds, which means improving their concentration.

Working out in the gym helps students cope with stress and raise their spirits. Children who are engaged in physical education have adequate self-esteem as a result of successful sports. Gym teachers frequently divide students into teams to practice sports such as volleyball and baseball. Playing in a team, students learn to alternate actions, become leaders, and support others. They also comprehend the basics of conflict management. Students experience fair victories and losses, treating their peers adequately, regardless of their results [9]. The sociability of physical education promotes communication between different groups of students. Students who are not inherently athletic can still enjoy the psychological benefits of physical education as they learn to expand their abilities. Young people learn to overcome issues by playing sports. Students mould their character when they set goals and strive for improvement [10]. Due to the numerous advantages of sports and physical activity, there is a desire to make changes in physical education in educational institutions. For example, target schools are encouraged to attract physical educators and use sports materials that will help students improve their holistic development, strengthening their physical, social, and emotional health.

Physical education curriculum activities should be designed to promote physical fitness, develop motor skills, instil knowledge and understanding of rules, concepts, and strategies, and teach students to work in a team or individually. Playing sports in schools can help develop an interest in specific sports. For children who intend to go to a primary sports school, this is a good way to decide which sport to choose. Over time, children can attend after-school clubs, which the school can hold to further improve their abilities. All types of mass media should combine available resources and promote the popularisation and development of physical education in educational institutions. In the context of the active spread of modern information technologies, the high-priority thing is the use of media technologies and their advantages to popularise sports knowledge among teachers and college students and to support sports development. A short-term effect of education and physical education in schools is an increase in the level of participation in football and other sports. If the school offers a large selection of sports, children will be able to test their abilities in different areas. In such a case, they are more likely to gain interest in a particular sport. For example, if a child likes

football, they will want to play it more, and then continue to play football for their local teams. This is an example of an active and healthy hobby. If children don't like football, they can play for local teams from other sports [11]. As an instance, students of a higher educational institution can receive any necessary sports information through a media platform, continue to deepen their understanding of sports, which raises awareness of its essence. The above changes one's old ideas and strengthens sports development.

The visibility of sports state in higher education institutions, broadcast by the mass media, will inevitably concern the whole society and contribute to the development of sports among students of higher educational institutions. All types of media can increase the social value of sports and make students a major part of the sports population. Sports are not only outdoor activities, but also a free exchange of experience and mutual communication. Moreover, regular media reports will ensure the introspection of the entire society regarding the targeted development of sports in higher education. Children will be able to develop sports with their physical and psychological qualities [12]. The broad influence of the media platform can contribute to the rapid development of sports in higher education. Using media platforms, the social impact of sports education in higher education can be expanded. Media sports can not only affect the audience's attitude to sports but also affect the audience's passion for it. In particular, young people easily accept new things. Upon using the information platform, university sports can be rapidly developed among students of higher educational institutions.

Informatisation of the educational process in the context of professional sports

The actualisation and popularisation of the Olympic Games change views on the educational aspect of physical education classes. Physical education plays a unique role in the individual's further self-improvement. Such an education is the basis of the modern human. According to research, regular exercise can increase blood supply to bones, promote bone growth, and increase muscle strength, flexibility, endurance, and agility. Exercise plays a crucial role in strengthening the nervous and digestive systems [13]. Sports can foster a sense of competition in people. Modern society is inseparable from the competition, regardless of subjects within it: the state, the enterprise, personnel, or the average employee. Competition is the soul of sports. The introduction of sports competitions in the learning process is one of the best forms of physical education. Participants in competitions dip into its atmosphere fully [14].

Sports develop intelligence and increase the effectiveness of learning. Physiology shows that frequent participation in sports activities can improve the functioning of the human central nervous system and the excitatory and inhibitory role of the cerebral cortex, enhance the alternation of excitatory and inhibitory processes of the nervous

system, develop human perception abilities, increase the flexibility of thinking, coordination, and reaction speed. A considerable amount of mass media devoted to the state of the sports increases students' sense of identity in sports. It is worth adding that today the popularity of sports knowledge among college students is generally low, which, consequently, lowers participation in sports among students of higher educational institutions. The media can cover information about sports more widely to increase the relevance of such knowledge and promote the development of physical education in higher education. When the worldview, views on the life and values of students of educational institutions are unstable, it is the essence of information that will have a high impact on them [15]. Propaganda in the mass media popularises sports and provides a sense of identity in sports among students.

Media attention to sports in higher education can increase the interest of people from all spheres of society in its status. Taking into account the current activities related to sports among students of educational institutions at different levels, the future development of professional sports in general education and higher schools is not optimistic [16]. To improve this, it is necessary to use influential mass media to publicise the issues of sports development in a large information market. As a result of such activities, not only teachers and students at schools, universities, and colleges are engaged in a protracted struggle for the quality development of sports, but also the public, which will inevitably contribute to the introduction and high-quality functioning of PE [17]. Primary and secondary school students are not prepared to participate in sports, especially when combined with the lack of appropriate support from the state. School sports facilities and the level of education are limited, and these factors seriously hinder the students' enthusiasm for participating in sports. Therewith, parents pay attention solely to the learning outcomes of their children. After all, "sport" is vaguely interpreted by students. The various media is necessary to conduct promotions that allow students to realise the importance of exercise for their stable development. Proper use of media resources can influence the way citizens think, aim their opinion at determining their personal attitude to sports, and popularise sports theory and practice [18]. Mass media broadcast sports events and news that can raise students' interest in sports.

Media education has a certain negative impact on students' health. Sports media resources distribute fascinating content. There is a large amount of timely and accurate sports information, many popular sports reviews, images, and videos about events. Such materials meet the needs of students who are fond of sports in everyday life. Nevertheless, such a "fast media culture" creates a number of physically weak "pseudo-sports people". Such students show great interest in sports, yet they do not engage in it personally. In addition, these students are characterised by certain psychological disorders, including (Fig. 1):

Figure 1. Consequences of the psychological impact of sports media platforms on the student's personality

The innovative mode of physical education depends rather on the reform of its system than on the advantages of media education [19]. The use of media education technologies has created conditions for the reform of physical education teaching and led to the implementation of a recessive function. Notably, the evaluation of sports teaching in the media environment is not comprehensive enough. There may still be a lack of scientific data, so this area requires further study [20]. The most important task of physical education is to offer students the opportunity to master sports skills, to educate students in comprehensive qualities. The use of new media for sports in junior high school can provide the visual representation required by teachers, increase the effectiveness and quality of physical education, and help students master sports skills and learn more physical movements. This is the advantage of modern technology for physical education.

Interest and enthusiasm are key factors in the learning process. Under the influence of spontaneous interest, students can learn and deeply assimilate physical knowledge and skills. The introduction of new education forms allows teachers to use a meaningful and vivid collection of educational materials and presentations to increase student's level of attention [21]. In conventional sports education, due to the complexity of most actions, the explanation of the technical basics and demonstration of the action must be performed separately. New forms of media learning are useful for improving students' comprehensive ability to analyse issues and solve them [22]. Through using new media, teachers can repeatedly show students actions and parts of them that are different from others, enabling students to gain deeper experience, discuss problem situations, and correct mistakes. The content of PE is related to the effect and quality of physical activity in an educational institution [23].

At the present stage, the advanced concept of physical education is gradually being practiced [24; 25]. Unbalanced working conditions for schools and teachers require due attention. Competitive sports require a large number of sports resources. The development of compulsory and

non-compulsory education is not balanced, and the school sports environment and the supportive legal system are imperfect. Therewith, studies show that the physical activity of young people decreases over time. Thus, the experiment "Health Behaviour in School-aged Children", conducted in 40 countries, showed that only 16-26% of children aged 11 to 15 years have a level of physical activity that corresponds to the recommendation of daily classes for 60 minutes [26]. Evidently, the educational aspect of physical education, in particular, the level of young people's awareness is mediocre, which necessitates activating and applying information technologies to spread knowledge and use it in practice.

CONCLUSIONS

The research considered the modernisation of the content of physical education in educational institutions under informatisation as the core concept of improving youth. It was discovered that the value system of physical education in schools can assist in objectively understanding judgments about achievements and losses, generalise the experience of the improvement of school sports, establish standards of the school system of physical education, which help to adapt to social development and lay a solid foundation for further reform of school sports. Moreover, the study established that the coordinated internal and external modernisation of student sports is mainly aimed at the harmonised development of student sports with a sporty lifestyle, public sports, and competitive sports. Student sports provide guidance, counselling, planning, and study of public sports. Physical education in educational institutions shapes the basis for raising the sports level. The crucial role of the educational institution in increasing the daily activity of young people is substantiated. The paper suggests applying a school-wide approach that includes prioritising regular highly active physical education lessons, providing an appropriate physical environment and resources to support structured and unstructured physical education throughout the day, supporting walking and cycling programmes to school, implementing all these actions through supportive school policies, and engaging staff, students, parents, and so on.

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Денис Володимирович Неус, Дмитро Сергійович Шаламов

Спеціалізована дитячо-юнацька спортивна школа олімпійського резерву імені Літвача Бориса Давидовича 65012, вул. Пушкінська, 49, м. Одеса, Україна

Теоретичні аспекти кореляції освіти та професійного спорту в умовах розвитку інформаційних технологій

Анотація. Швидкий розвиток сучасної науки і технологій зробив безпрецедентний вплив на професійний спорт, унаслідок чого виникла потреба оновлення методології навчання фізичному вихованню. Метою дослідження є аналіз кореляційних зв'язків освіти та професійного спорту в умовах активного впровадження інформаційних технологій. У процесі проведення наукової розвідки була використана методологія теоретичного дослідження. Визначено, що новий режим навчання повністю залежить не від переваг медіанавчання, а від реформи режиму фізичного виховання. З'ясовано, що застосування технології медіаосвіти створило умови для реформи викладання фізичного виховання і спорту, а також призвело до його рецесивної функції завдяки новому режиму навчання. Обґрунтовано необхідність різноспрямованого аналізу в процесі оцінювання моделі навчання спорту. Виявлено, що інформатизація спорту в навчальних закладах відіграє важливу роль в просуванні фізичного виховання серед студентів. Розглянуто смислове значення модернізації шкільного спорту, що включає оновлення шкільної думки та ідеї фізичного виховання, вдосконалення змісту і методів навчання, зміну командного складу та управління шкільним спортом, а також оновлення шкільного спортивного стану і системи спортивного оцінювання школярів. Наведено статистичні дані щодо ставлення здобувачів освіти до фізичної активності та їхньої участі в освітньому процесі фізичного виховання. Визначено особливості застосування медіатехнологій з метою впровадження спорту серед молоді, які полягають як в позитивному, так і негативному впливі на особистість. Практична цінність наукової роботи полягає в теоретичному формулюванні особливостей кореляції освітнього процесу та професійного спорту з метою подальшого їхнього застосування на практиці

Ключові слова: система освіти, модернізація освіти, фізичне виховання, фізична активність, медіатехнології, олімпійський спорт